

ESTTA Tracking number: **ESTTA396219**

Filing date: **03/03/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91191056
Party	Defendant Franciscan Vineyards, Inc.
Correspondence Address	JOHN M RANNELLS BAKER & RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869-1354 UNITED STATES jmr@br-tmlaw.com
Submission	Defendant's Notice of Reliance
Filer's Name	John M. Rannells
Filer's e-mail	jmr@br-tmlaw.com, k.hnasko@br-tmlaw.com, n.friedman@br-tmlaw.com
Signature	/john rannells/
Date	03/03/2011
Attachments	91191056 notice rely colas 3-3.pdf ( 27 pages )(1469118 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X  
White Rock Distilleries, Inc.

Opposer

v.

Franciscan Vineyards, Inc.

Applicant  
-----X

**Opposition No. 91191056**

Mark: PINNACLES RANCHES

Serial No.: 77/598674

APPLICANT'S NOTICE OF RELIANCE  
PURSUANT TO 37 CFR §2.122(e)

Please take notice that Applicant, Franciscan Vineyards, Inc. ("Applicant"), pursuant to 37 CFR §2.122(d)(2) is hereby noticing its reliance on the following:

Official Records of the U.S. Dept. of the Treasury, Alcohol and Tobacco Tax and Trade Bureau TTB on-line search database, namely copies of (1) search results page, (2) COLA abstract, and (3) actual Label Approval for various Certificates of Label Approvals each of which are annexed hereto.

The annexed exhibit is relevant to the issue of the distinctiveness of Applicant's PINNACLES RANCHES mark and to said mark's function as a trademark. It is also relevant to the testimony of Paul Reidl, filed on behalf of Opposer in this proceeding - The Opposer is relying upon the testimony of Paul W. Reidl as expert testimony. Applicant disputes that Mr. Reidl qualifies as an expert, disputes his alleged expertise in certain areas, disputes that the questions and types of questions asked of Mr. Reidl and his testimony responses thereto requires or lends itself to expert testimony or to understanding the evidence or to determining any fact in issue, disputes his methodology, and disputes many of the statements made by and conclusions

reached by Mr. Reidl, including without limitation his statements and conclusions concerning or that rely upon his searches of COLA's on the TTB online search portal. The annexed is also relevant to show, in general, the inaccuracy of various statements made by, methodology used by, and conclusions reached by the witness.

Respectfully submitted,

BAKER and RANNELLS PA



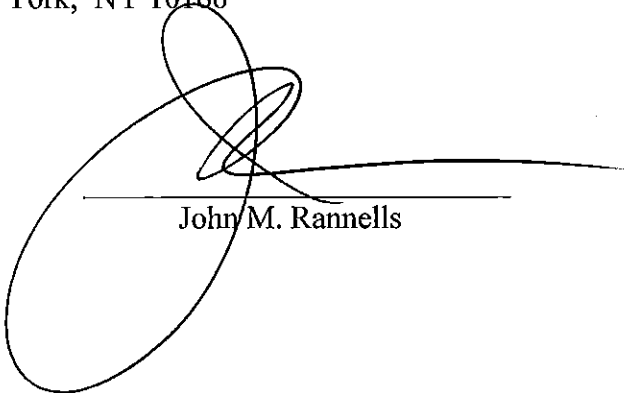
John M. Rannells  
Attorney for Applicant  
575 Route 28, Suite 102  
Raritan, New Jersey 08869  
(908) 722-5640  
jmr@br-tmlaw.com

**CERTIFICATE OF SERVICE**

I hereby certify a copy of the foregoing APPLICANT'S NOTICE OF RELIANCE PURSUANT TO 37 CFR §2.122(e) in re: *White Rock Distilleries, Inc. V. Franciscan Vineyards, Inc.*, Opposition No. 91191056 was served on counsel for Applicant, this 3<sup>rd</sup> day of March, 2011 by sending same via First Class Mail, postage prepaid, to:

Daniel I. Schloss  
Greenberg Traurig, LLP  
200 Park Avenue, 34th Floor  
New York, NY 10166

DATED: March 3, 2011



John M. Rannells



ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
U.S. Department of the Treasury

## COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/  
Exemption of Label/Bottle Approval

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## Search Results: COLAs

[Printable Version](#)

1 to 20 of 233 (Total Matching Records: 233) | [Next >](#)

TTB ID	Permit No.	Serial Number	Completed Date	Fanciful Name	Brand Name	Origin	Class/Type
<a href="#">00033000000088</a>	CA-BW-4594	00-04	02/03/2000		ESTANCIA ESTATES	01	80
<a href="#">00047000000106</a>	BW-CA-4594	00-6	02/16/2000		ESTANCIA ESTATES	01	80
<a href="#">00076000000279</a>	BW-CA-4594	00-12	03/20/2000		ESTANCIA ESTATES	01	80
<a href="#">00076000000280</a>	BW-CA-4594	00-13	03/20/2000		ESTANCIA ESTATES	01	80
<a href="#">00097000000150</a>	BW-CA-4594	00-14	04/12/2000		ESTANCIA ESTATES	01	81
<a href="#">00097000000151</a>	BW-CA-4594	00-15	04/12/2000		ESTANCIA ESTATES	01	80
<a href="#">00140000000081</a>	BW-CA-4594	00-20	05/26/2000	RESERVE	ESTANCIA	01	81
<a href="#">00159000000040</a>	BW-CA-4594	00-26	06/14/2000		ESTANCIA	01	80
<a href="#">00160000000137</a>	BW-CA-4594	00-28	06/14/2000		ESTANCIA	01	88
<a href="#">00160000000138</a>	BW-CA-4594	00-25	06/14/2000		ESTANCIA	01	88
<a href="#">00168000000386</a>	BW-CA-4594	00-33	06/22/2000		ESTANCIA ESTATES	01	80
<a href="#">00172000000078</a>	BW-CA-5843	00-01	06/26/2000		ESTANCIA ESTATES	01	81
<a href="#">00172000000079</a>	BW-CA-5843	00-02	06/26/2000		ESTANCIA ESTATES	01	80
<a href="#">00182000000125</a>	BW-CA-4594	00-37	07/10/2000		ESTANCIA ESTATE	01	80

<u>00206000000288</u>	CA-BW-4594	00-40	07/28/2000	RESERVE	ESTANCIA	01	80
<u>00217000000017</u>	BW-CA-4594	00-23	08/14/2000		ESTANCIA MERITAGE	01	80
<u>00217000000018</u>	BW-CA-4594	00-24	08/14/2000		ESTANCIA MERITAGE	01	80
<u>002290000000165</u>	BW-CA-4594	00-41	09/06/2000		ESTANCIA MERITAGE	01	80
<u>002290000000166</u>	BW-CA-4594	00-42	09/06/2000		ESTANCIA MERITAGE	01	80
<u>002620000000183</u>	BW-CA-4594	00-50	09/20/2000		ESTANCIAL ESTATES	01	80

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**TTB****ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**  
*U.S. Department of the Treasury*

## **COLA Registry**

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU****TTB F 5100.31: Application For and Certification/  
Exemption of Label/Bottle Approval**

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### **COLA Detail**

**TTB ID:** 00097000000150[Printable Version](#)**Status:** APPROVED**Vendor Code:** 003085**Serial #:** 00-14**Class/Type Code:** TABLE WHITE WINE**Origin Code:** CALIFORNIA**Brand Name:** ESTANCIA ESTATES**Fanciful Name:****Type of Application:** LABEL APPROVAL**For Sale In:****Total Bottle Capacity:****Wine Vintage:** 1999**Formula/SOP No.:****Lab No./Lab Date:****Approval Date:** 04/12/2000

**Qualifications: ?**

02,10,23.

**Plant Registry/Basic Permit/Brewers No (Principal Place of Business): ?**

BW-CA-4594

**Plant Registry/Basic Permit/Brewers No (Other): ?****Contact Information:**

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.

[Back](#)

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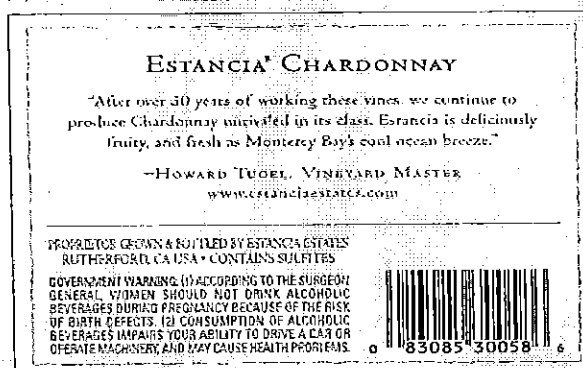
1006

OMB No. 1512-0092 (03/31/2001)

ID 00097-000-000150		<b>DEPARTMENT OF THE TREASURY</b> <b>BUREAU OF ALCOHOL, TOBACCO &amp; FIREARMS</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION OF</b> <b>LABEL/BOTTLE APPROVAL</b> <small>(See Instructions and Paperwork Reduction Act Notice on Back)</small>	
OT <u>8101</u> OR <u>01</u> AP		<b>PART I APPLICATION</b>	
1. VENDER CODE (Required) 3 0 8 5	2. SERIAL NUMBER (Required) YEAR 0 0 - 1 4	7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)  Franciscan Vineyards, Inc. dba Estancia Estates 1178 Galleron Road Rutherford, CA 94573	
3. BRAND NAME (Required) Estancia Estates		7a. MAILING ADDRESS, IF DIFFERENT  Franciscan Vineyards, Inc. P.O. Box 407 Rutherford, CA 94573	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) Monterey Chardonnay			
5. FANCIFUL NAME (if any)			
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW#4594			
8. FORMULA NO. (if any)	9. LAB NO./DATE	10. NET CONTENTS	11. PHONE NUMBER (707) 963-7111
12. AGE (Distilled Spirits)	13. ALCOHOL CONTENT 13.5%	14. VINTAGE (Wine products only, if stated on label) 1999	15. FAX NUMBER (707) 963-7867
16. TYPE OF APPLICATION (Check applicable box) <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION (FRONT LABEL APPROVAL for Sale in only 1991 in State of California) <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (if in amount)			
17. SHOW ANY WORDING (s) APPEARING ON MATERIAL FIRMLY AFFIXED TO THE CONTAINER (e.g. caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (s) EMBROSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. Contents blown in glass, 750 ml			
<b>PART II - APPLICANT'S CERTIFICATION</b>			
Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.			
18. DATE OF APPLICATION 03/31/00	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>W. Skowronski</i>		20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT W. Skowronski, Vice-President
<b>PART III - ATF CERTIFICATE</b>			
This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.			
21. DATE ISSUED APR 12 2000	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO & FIREARMS <i>Sydney R. Marshall</i>		
<b>FOR ATF USE ONLY</b>			
QUALIFICATIONS			
02. WHEN NEW LABELS ARE PRINTED, ALL MANDATORY INFORMATION EXCLUDING THE ALCOHOL CONTENT MUST APPEAR IN PRINTING NOT SMALLER THAN TWO MILLIMETERS. (APPELLATION)	10. WHEN NEW LABELS ARE PRINTED, ALL OF THE MANDATORY INFORMATION MUST APPEAR IN READILY LEGIBLE PRINTING ON A COMPLETELY CONTRASTING BACKGROUND. (BOTTLE, GLASS)	23. NO MORE USE-UPS WILL BE GRANTED. EXPIRATION DATE (if any) Oct. 12, 2000	
AFFIX COMPLETE SET OF LABELS BELOW			



FRONT



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ATF F 5100.31 (4-96) PREVIOUS EDITIONS ARE OBSOLETE


**TTB**
**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**  
*U.S. Department of the Treasury*

# COLA Registry

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**
**TTB F 5100.31: Application For and Certification/  
Exemption of Label/Bottle Approval**

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## Search Results: COLAs

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<u>TTB ID</u>	<u>Permit No.</u>	<u>Serial Number</u>	<u>Completed Date</u>	<u>Fanciful Name</u>	<u>Brand Name</u>	<u>Origin</u>	<u>Class/Type</u>
<a href="#">03141000000275</a>	BW-CA-4620	030014	05/23/2003		ESTANCIA ESTATES	01	88
<a href="#">03141000000276</a>	BW-CA-4620	030013	05/23/2003		ESTANCIA ESTATES	01	80
<a href="#">03212000000045</a>	BW-CA-4674	030108	08/12/2003		ESTANCIA	01	80
<a href="#">03273000000130</a>	BW-CA-5843	030002	10/14/2003		ESTANCIA ESTATES	01	81
<a href="#">03295003000107</a>	PR-I-773	030011	11/07/2003	ROBLE	ESTANCIA LA PIEDRA	52	80
<a href="#">03295003000108</a>	PR-I-773	030012	11/07/2003	ROBLE	ESTANCIA LA PIEDRA	52	80
<a href="#">03295003000109</a>	PR-I-773	030013	11/07/2003	ROBLE	ESTANCIA LAL PIEDRA	52	80
<a href="#">03295003000110</a>	PR-I-773	030014	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
<a href="#">03295003000111</a>	PR-I-773	030015	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
<a href="#">03295003000112</a>	PR-I-773	030016	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
<a href="#">03308002000084</a>	GA-I-644	030006	11/20/2003		ESTANCIA ANCON	62	80
<a href="#">03308002000085</a>	GA-I-644	030005	11/20/2003		ESTANCIA ANCON	62	80
<a href="#">04006000000051</a>	BW-CA-5843	030002	01/08/2004		ESTANCIA	01	81
<a href="#">04006000000052</a>	BW-CA-5843	030003	01/08/2004		ESTANCIA	01	80

<u>04030000000128</u>	BW-CA-4674	040001	02/12/2004	ESTANCIA 01	80
<u>04030000000129</u>	BW-CA-4674	040002	02/12/2004	ESTANCIA 01	81
<u>04030000000130</u>	BW-CA-4674	040003	02/12/2004	ESTANCIA 01	80
<u>04048002000001</u>	PR-I-773	040001	03/02/2004	PAREDINAS ESTANCIA LA PIEDRA 52	80
<u>04069000000041</u>	BW-CA-4674	040022	03/19/2004	ESTANCIA 01	80
<u>04085000000228</u>	BW-CA-5843	040002	04/12/2004	ESTANCIA 01	88

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*U.S. Department of the Treasury*

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### **COLA Detail**

**TTB ID:** ⓘ 04006000000051[Printable Version](#)**Status:** ⓘ APPROVED**Vendor Code:** ⓘ**Serial #:** ⓘ 030002**Class/Type Code:** ⓘ TABLE WHITE WINE**Origin Code:** ⓘ CALIFORNIA**Brand Name:** ⓘ ESTANCIA**Fanciful Name:** ⓘ**Type of Application:** ⓘ LABEL APPROVAL**For Sale In:** ⓘ**Total Bottle Capacity:** ⓘ**Wine Vintage:** ⓘ 2002**Formula/SOP No.:** ⓘ**Lab No./Lab Date:** ⓘ**Approval Date:** 01/08/2004

**Qualifications: ?**

01

**Plant Registry/Basic Permit/Brewers No (Principal Place of Business): ?**

BW-CA-5843

FRANCISCAN VINEYARDS, FRANCISCAN VINEYARDS, INC.

1775 METZ ROAD

SOLEDAD, CA 93960

**Plant Registry/Basic Permit/Brewers No (Other): ?****Contact Information:**

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.

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OMB No. 1513-0020 (11/30/2005)

04006-000-000051

1006 DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
LABEL/BOTTLE APPROVAL  
(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

1. REP. ID. NO. (If any)  
1006

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO.  
(Required)  
BW CA 5843

3. SERIAL NUMBER (Required)  
YEAR 03 - 00002

4. TYPE OF PRODUCT (Required)  
☒ WINE  
☐ DISTILLED SPIRITS  
☐ MALT BEVERAGE

5. BRAND NAME (Required)  
Estancia

6. FANCIFUL NAME (If any)

7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)  
Franciscan Vineyards, Inc. dba Estancia Estates  
1775 Metz Road  
Soledad, CA 93060

7a. MAILING ADDRESS, IF DIFFERENT  
Franciscan Vineyards, Inc.  
P.O. Box 407  
Rutherford, CA 94573

8. EMAIL ADDRESS

9. FORMULA/SOP NO. (If any)

10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)

11. NET CONTENTS  
375 ml

12. ALCOHOL CONTENT  
13.5%

13. WINE APPELLATION (If on label)  
Monterey

14. WINE VINTAGE DATE (If on label)  
2002

15. PHONE NUMBER  
(707) 967-2110

16. FAX NUMBER  
(707) 967-2129

17. TYPE OF APPLICATION (Check applicable box(es))  
a. ☒ CERTIFICATE OF LABEL APPROVAL  
b. ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL  
"For sale in \_\_\_\_\_ only" (Fill in State abbreviation)  
c. ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE \_\_\_\_\_  
(Fill in amount)  
d. ☐ RESUBMISSION AFTER REJECTION  
TTB ID \_\_\_\_\_

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT  
W. Skowronski, Vice-President

**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

22. DATE ISSUED 23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
JAN 08 2004

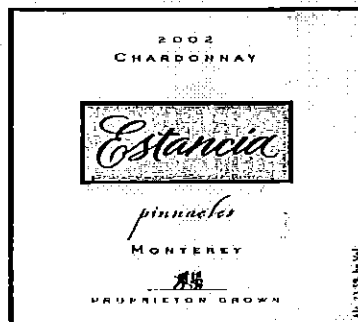
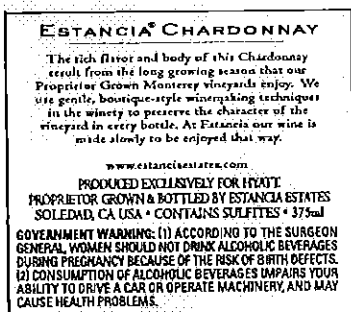
FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)

01. THIS LABEL MUST  
APPEAR ON THE FRONT  
OF THE CONTAINER



Front

Back

TTB F 5100.31 (2-2003) PREVIOUS EDITION IS OBSOLETE



**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**  
U.S. Department of the Treasury

## COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/  
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<u>TTB ID</u>	<u>Permit No.</u>	<u>Serial Number</u>	<u>Completed Date</u>	<u>Fanciful Name</u>	<u>Brand Name</u>	<u>Origin</u>	<u>Class/Type</u>
<u>04085000000230</u>	BW- CA- 5843	040001	04/12/2004		ESTANCIA	01	88
<u>04097000000165</u>	BW- CA- 5843	040003	04/19/2004		ESTANCIA	01	88
<u>04097000000166</u>	BW- CA- 5843	040004	04/19/2004	MERITAGE	ESTANCIA	01	88
<u>04104000000184</u>	BW- CA- 5843	040005	04/27/2004		ESTANCIA	01	88
<u>04131000000080</u>	BW- CA- 4674	040052	05/13/2004	KEYES CANYON RANCHES	ESTANCIA	01	80
<u>04131000000081</u>	BW- CA- 4674	040053	05/13/2004	PINNACLES RANCHES	ESTANCIA	01	80
<u>04147000000041</u>	IL-I- 1274	041201	06/03/2004		ESTANCIA LES ALGARROBES	62	80
<u>04147000000042</u>	IL-I- 1274	041202	06/03/2004		ESTANCIA LES ALGARROBES	62	80
<u>04147000000043</u>	IL-I- 1274	041204	06/03/2004		ESTANCIA LES ALGARROBES	62	80
<u>04169000000181</u>	BW- CA- 4674	040060	06/29/2004		ESTANCIA	01	80

<u>04169000000182</u>	BW- CA- 4674	040061	06/29/2004	ESTANCIA	01	81
<u>04169000000201</u>	BW- CA- 4674	040062	06/29/2004	ESTANCIA	01	80
<u>04169000000202</u>	BW- CA- 4674	040063	06/29/2004	ESTANCIA	01	80
<u>04169000000203</u>	BW- CA- 4674	040064	06/29/2004	ESTANCIA	01	80
<u>04169000000204</u>	BW- CA- 4674	040065	06/29/2004	ESTANCIA	01	80
<u>04169000000205</u>	BW- CA- 4674	040069	06/29/2004	ESTANCIA	01	81
<u>04190001000039</u>	FL-I- 1975	040017	09/16/2004 ROBLE	ESTANCIA PIEDRA	52	80
<u>04190001000042</u>	FL-I- 1975	040018	09/16/2004 SELECCION	ESTANCIA PIEDRA	52	80
<u>04202000000013</u>	BW- CA- 5843	040006	08/02/2004	ESTANCIA	01	80
<u>04257000000009</u>	BW- CA- 5843	040009	09/17/2004	ESTANCIA	01	88

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**TTB****ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**  
*U.S. Department of the Treasury*

## **COLA Registry**

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU****TTB F 5100.31: Application For and Certification/  
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### **COLA Detail**

**TTB ID:** ⓘ 04169000000182[Printable Version](#)**Status:** ⓘ APPROVED**Vendor Code:** ⓘ**Serial #:** ⓘ 040061**Class/Type Code:** ⓘ TABLE WHITE WINE**Origin Code:** ⓘ CALIFORNIA**Brand Name:** ⓘ ESTANCIA**Fanciful Name:** ⓘ**Type of Application:** ⓘ LABEL APPROVAL**For Sale In:** ⓘ**Total Bottle Capacity:** ⓘ**Wine Vintage:** ⓘ 2002**Formula/SOP No.:** ⓘ**Lab No./Lab Date:** ⓘ**Approval Date:** 06/29/2040

**Qualifications:** ?

33

**Plant Registry/Basic Permit/Brewers No (Principal Place of Business):** ?

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

**Plant Registry/Basic Permit/Brewers No (Other):** ?**Contact Information:**

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.

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OMB No. 1512-0092 (11/30/2005)

<b>TTB ID</b> 04169-000-000182		<b>DEPARTMENT OF THE TREASURY</b> <b>ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION</b> <b>OF LABEL/BOTTLE APPROVAL</b> <i>(See Instructions and Paperwork Reduction Act Notice on Back)</i>	
1. REP. ID. NO. (If any) 1005		<b>PART I - APPLICATION</b>	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-CA-4674 CA-W-3110 CA-I-4994		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required) Pacific Wine Partners LLC dba Estancia Estates 800 S. Alta Street Gonzales, CA 93926	
3. SERIAL NUMBER (Required) YEAR 0 4 - 0 6 1	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	7a. MAILING ADDRESS, IF DIFFERENT Pacific Wine Partners LLC P.O. Box 780 Gonzales, CA 93926	
5. BRAND NAME (Required) Estancia		17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID	
6. FANCIFUL NAME (If any) pinnacles ranches		18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.	
8. EMAIL ADDRESS Kim.Wygal@pacwine.com	9. FORMULA/SOP NO. (If any)	10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)	11. NET CONTENTS 750ml
12. ALCOHOL CONTENT 13.5	13. WINE APPELLATION (If on label) Monterey	14. WINE VINTAGE DATE (If on label) 2002	15. PHONE NUMBER (831) 675-5320
16. FAX NUMBER (831) 675-2611	17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID		

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 06/03/04 20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT *Kimberly Wygal* 21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Kimberly Wygal, Attorney In Fact

**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form

22. DATE ISSUED JUN 29 2004 23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU *Ch. Zahner*

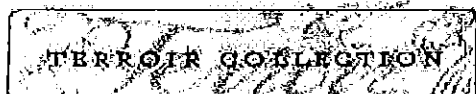
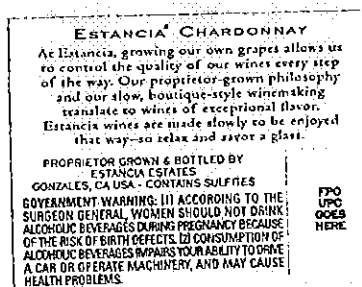
FOR TTB USE ONLY

QUALIFICATIONS

33. A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO THE BOTTLE OR CONTAINER.

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



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*U.S. Department of the Treasury*

## **COLA Registry**

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**TTB F 5100.31: Application For and Certification/  
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### **COLA Detail**

TTB ID: ⓘ 0416900000203

[Printable Version](#)

Status: ⓘ APPROVED

Vendor Code: ⓘ

Serial #: ⓘ 040064

Class/Type Code: ⓘ TABLE RED AND ROSE WINE

Origin Code: ⓘ CALIFORNIA

Brand Name: ⓘ ESTANCIA

Fanciful Name: ⓘ

Type of Application: ⓘ LABEL APPROVAL

For Sale In: ⓘ

Total Bottle Capacity: ⓘ

Wine Vintage: ⓘ 2002

Formula/SOP No.: ⓘ

Lab No./Lab Date: ⓘ

Approval Date: 06/29/2004

**Qualifications:** ⓘ

33

**Plant Registry/Basic Permit/Brewers No (Principal Place of Business):** ⓘ

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

**Plant Registry/Basic Permit/Brewers No (Other):** ⓘ**Contact Information:**

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.

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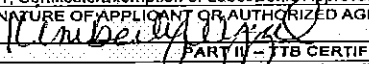
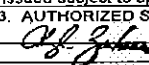
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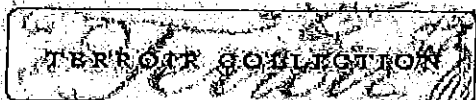
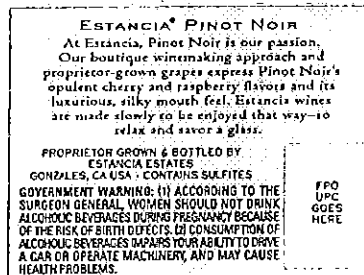
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OMB No. 1512-0092 (11/30/2005)

<b>DEPARTMENT OF THE TREASURY</b> <b>ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION</b> <b>OF LABEL/BOTTLE APPROVAL</b> <small>(See Instructions and Paperwork Reduction Act Notice on Back)</small>	
1. REP. ID. NO. (If any) <b>1005</b>	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-CA-4674 CA-W-3110 CA-I-4994	
3. SERIAL NUMBER (Required) YEAR 0 4 -- 0 6 4	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE
5. BRAND NAME (Required) <b>Estancia</b>	
6. FANCIFUL NAME (If any) pinnacles ranches	
7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required) Pacific Wine Partners LLC dba Estancia Estates 800 S. Alta Street Gonzales, CA 93926	
7a. MAILING ADDRESS, IF DIFFERENT Pacific Wine Partners LLC P.O. Box 780 Gonzales, CA 93926	
8. EMAIL ADDRESS Kim.Wygal@pacwine.com	9. FORMULA/SOP NO. (If any)
10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)	11. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID _____
12. ALCOHOL CONTENT 13.5	13. WINE APPELLATION (If on label) Monterey
14. WINE VINTAGE DATE (If on label) 2002	15. PHONE NUMBER (831) 676-5320
16. FAX NUMBER (831) 676-2611	
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.	
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19. DATE OF APPLICATION 06/03/04	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 
21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Kimberly Wygal, Attorney In Fact	
<b>PART III - TTB CERTIFICATE</b>	
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22. DATE ISSUED JUN 29 2004	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
<b>FOR TTB USE ONLY</b>	
QUALIFICATIONS	
33. A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO THE BOTTLE OR CONTAINER.	
EXPIRATION DATE (If any)	

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



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**TTB**
**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**  
 U.S. Department of the Treasury

# COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

 TTB F 5100.31: Application For and Certification/  
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<a href="#">042570000000021</a>	BW- CA-5843	040007	09/17/2004		ESTANCIA	01	88
<a href="#">042570000000022</a>	BW- CA-5843	040008	09/17/2004	KEYES CANYON RANCHES, RESERVE	ESTANCIA	01	88
<a href="#">04309001000028</a>	FL-I-1975	040019	11/30/2004	PAREDINAS	ESTANCIA PIEDRA	52	80
<a href="#">04352003000061</a>	NY-I-1727	041123	12/29/2004		ESTANCIA DE CARRODILLA	62	80
<a href="#">050340000000022</a>	BW- CA-5843	050010	02/18/2005	STONEWALL VINEYARDS	ESTANCIA	01	88
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<a href="#">050340000000024</a>	BW- CA-5843	050012	02/18/2005		ESTANCIA	01	88
<a href="#">050340000000025</a>	BW- CA-4674	050019	02/18/2005	MAX SPECIAL SELECT	ESTANCIA	01	81
<a href="#">050380000000086</a>	BW- CA-5843	050013	02/23/2005	STONEWALL VINEYARD	ESTANCIA	01	88
<a href="#">050380000000087</a>	BW- CA-5843	050014	02/23/2005	PINNACLES VINEYARD	ESTANCIA	01	88

<u>05110000000136</u>	BW- CA- 4674	050041	04/27/2005		ESTANCIA	01	81
<u>05187003000039</u>	BW- CA- 4674	050081	07/14/2005	PINNACLES RANCHES	ESTANCIA	01	81
<u>05210003000047</u>	BW- CA- 5843	050016	08/04/2005	PINNACLES	ESTANCIA	01	81
<u>05210003000048</u>	BW- CA- 5843	050017	08/04/2005	PINNACLES	ESTANCIA	01	80
<u>05230001000065</u>	IL-I- 1095	050231	08/26/2005		ESTANCIA LOS ALGARROBOS	62	80
<u>05230001000067</u>	IL-I- 1095	050232	09/09/2005		ESTANCIA LOS ALGARROBOS	62	80
<u>05230001000069</u>	IL-I- 1095	050233	08/26/2005		ESTANCIA LOS ALGARROBOS	62	80
<u>05230001000070</u>	IL-I- 1095	050234	08/26/2005		ESTANCIA LOS ALGARROBOS	62	80
<u>05265003000067</u>	BW- CA- 5843	050019	10/06/2005		ESTANCIA	01	88
<u>05279003000098</u>	BW- CA- 4674	050090	10/11/2005		ESTANCIA	01	81

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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
U.S. Department of the Treasury

## COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/  
Exemption of Label/Bottle Approval

- ❖ [Search Public COLA Registry](#)
- ❖ [COLAs Online FAQs](#)
- ❖ [Contact Us](#)
- ❖ [Public COLA Registry Manual](#)
- ❖ [Download Public COLA Registry Manual](#)
- ❖ [COLAs Online Logon](#)

### COLA Detail

TTB ID: ⓘ 05279003000098

[Printable Version](#)

Status: ⓘ APPROVED

Vendor Code: ⓘ

Serial #: ⓘ 050090

Class/Type Code: ⓘ TABLE WHITE WINE

Origin Code: ⓘ CALIFORNIA

Brand Name: ⓘ ESTANCIA

Fanciful Name: ⓘ

Type of Application: ⓘ LABEL APPROVAL

For Sale In: ⓘ

Total Bottle Capacity: ⓘ

Wine Vintage: ⓘ 2004

Formula/SOP No.: ⓘ

Lab No./Lab Date: ⓘ

Approval Date: 10/11/2005

**Qualifications:** ?

10

**Plant Registry/Basic Permit/Brewers No (Principal Place of Business):** ?

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

**Plant Registry/Basic Permit/Brewers No (Other):** ?**Contact Information:**

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.

[Back](#)Alcohol and Tobacco Tax and Trade Bureau, 2003 [Contact us at webmaster@ttb.treas.gov](mailto:webmaster@ttb.treas.gov)

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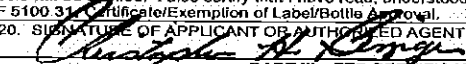
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OMB No. 1512-0092 (11/30/2005)

1. REP. ID. NO. (If any) 05279-003-000098		<b>DEPARTMENT OF THE TREASURY</b> <b>ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION</b> <b>OF LABEL/BOTTLE APPROVAL</b> <i>(See Instructions and Paperwork Reduction Act Notice on Back)</i>	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-CA-4874 / CA-W-3110 / CA-I-4994		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required) Pacific Wine Partners, LLC 800 South Alta Street Gonzales, CA 93926 DBA: Estancia Estates	
3. SERIAL NUMBER (Required) YEAR: 0 5 -- 0 0 9 0	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	7a. MAILING ADDRESS, IF DIFFERENT Constellation Wines U.S. 235 North Bloomfield Road Canandaigua, NY 14424	
5. BRAND NAME (Required) Estancia		6. FANCIFUL NAME (If any)	
8. EMAIL ADDRESS chris.benziger@cwinesus.com	9. FORMULA/SOP NO. (If any)	10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)	17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID:
11. NET CONTENTS 375 ml - 3.0L	12. ALCOHOL CONTENT 13.5%	13. WINE APPELLATION (If on label) Monterey	
14. WINE VINTAGE DATE (If on label) 2004	15. PHONE NUMBER (585) 396-7570	16. FAX NUMBER (585) 396-7831	
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.			

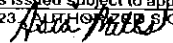
**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief, and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31 Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 10/5/05	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Christopher H. Benziger, Attorney-in-Fact
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**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the Instructions portion of this form.

22. DATE ISSUED OCT 11 2005	23. SIGNATURE OF TTB OFFICIAL 
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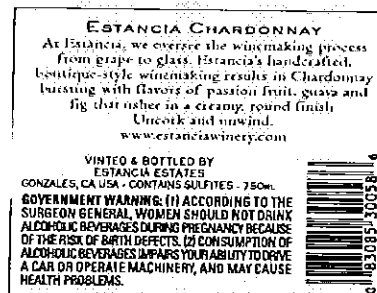
FOR TTB USE ONLY

## QUALIFICATIONS

10. WHEN NEW LABELS ARE PRINTED, ALL OF THE MANDATORY INFORMATION MUST APPEAR IN READILY LEGIBLE PRINTING ON A COMPLETELY CONTRASTING BACKGROUND.

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



TTB F 5100.31 (3-2003) PREVIOUS EDITION IS OBSOLETE

